

## ABSTRACT OF THE DISCLOSURE

Search signal generating section 317 generates a search signal using a keyword contained in merchandise information on merchandise subject to market research requested from a seller. Search signal distribution section 318 distributes the search signal to consumer terminal 103 provided with a personal profile with which various keywords contained in the merchandise information and evaluation values corresponding to the keywords are registered, where the evaluation values are learned in advance based on a preference of a consumer. Reply signal processing section 319 receives from consumer terminal 103 a reply signal obtained from an evaluation value in the personal profile corresponding to the keyword contained in the search signal.